



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BVC 3624

Development Communication

Time: 3 Hrs

Marks: 75

Answer any 5 out of the following questions.

[5X15=75]

1. Briefly stress upon the Dominant paradigm of Development.
2. What is Developmental reporting?
3. How is ICT changing the scenario of Rural Development.
4. What are the Millennium Development Goals?
5. Elaborate the Diffusion of Innovation theory
6. What is the role of NGOs in the development of society?
7. Discuss the Kheda communication project.